

Abstract (in English):

This thesis describes, how the internet and new media change the habits of viewers when watching audiovisual content. In a theoretical part there is briefly described an evolution of television as a medium in its every phase and also are there critically introduced new ways of video consumption. The practical part contains a qualitative sociological research in a form of deep interviews with 23 participants divided into groups by sociodemographic group. The thesis reflects difference in a media praxis between these sociodemographic groups and describes an influence of new media on audiovisual content consumption.